

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROOM 461  
PROMOTIONAL COORDINATOR

8899 JOHN STREET  
WILLIAMSBURG, NY 13221  
(716) 699-4179  
FAX (716) 634-3145

January 24, 1997

RJR Account #154180

Mr. J. Derigo

DERIGO SALES

**DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004**

Dear John:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 68 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>2</u>	Doral Light	12300-24698
<u>2</u>	Doral Light 100	12300-24750
<u>3</u>	Doral Lt Men 100	12300-24752
<u>2</u>	Doral FF 100	12300-24751

Product PO # 023; Displays PO # 024 # 7343-4867

Product / Premium Arrival: January 5, 1998

Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)

SKU CUBE: 0.4965

SKU WT (w/o Product): 1.5625 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$1,359.38

51845 7096

\$1.00 3-Pack Tear Tape  
DERIGO SALES

**Promotion Description**

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-page displays. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

*Brand Styles: Doral Lt / Doral Lt 100 / Doral FF 100 / Doral FF 100*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$44.10 (3.15 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

L. E. MacWilliams

Att: Wholesaler Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

51845 7097

NHC: 154100 DERIGO S. 165, INC. <DIRECT>  
 TEM DATE: 800004 80100 DOW JET \$1/2 NO  
 TEM DATE SEC: 0023  
 SAL: 154100

TER	DATE	NAME	ADDRESS	CITY	ST	ZIP	TAX	CHAIN-ID	SUPPLIER	ACCT NUMBER
162603	162625	74 HILBERT MOBIL OIL	2790 SENECA ST	WEST SENECA	NY	14224	1			(716) 627-6137
162603	162625	12926 PARK CORNER STORE	505 E. PARK AVE	BUFFALO	NY	14204	1			(716) 812-2158
162603	162625	STOP N GAS #9	100 CLINTON ST	WEST SENECA	NY	14224	1	1260-0000		(716) 627-0438
162603	162625	STOP N GAS #6	100 CLINTON ST	HAMBURG	NY	14075	1	1260-0000		(716) 627-7319
162603	162625	JOEJOY FOOD & BEV	100 CLINTON ST	BUFFALO	NY	14204	1			(716) 626-3370
162603	162625	STOP N GAS #14	310 E. PARK AVE	LACKAWANNA	NY	14210	1	1260-0000		(716) 626-8121
162603	162625	SWIK MKT #66	100 CLINTON ST	BUFFALO	NY	14204	1	1435-0000		(716) 624-1124
162603	162625	CLINTON MINI MARKET	100 CLINTON ST	BUFFALO	NY	14204	1			(716) 628-1160
162603	162625	ROTHERS DELI	100 CLINTON ST	LACKAWANNA	NY	14210	1			(716) 622-1651
162603	162625	GRAPINI'S DELI	185 SENECA ST	BUFFALO	NY	14204	1			(716) 824-7203
162603	162625	P & S MINI MART	119 SENECA ST	BUFFALO	NY	14204	1			(716) 826-6199
162603	162625	DAILY NEWS & NUMBER	992 BROADWAY ST	BUFFALO	NY	14212	1			(716) 894-4900
162603	162625	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1			(716) 855-3828
162603	162625	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1 NYS	1260-0000	STA3856	(716) 649-5930
162603	162625	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	1 NYS	1260-0000	GAS0363	(716) 825-6484
162603	162625	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	1 NYS	1260-0000	GAS4101	(716) 627-3401
162603	162625	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	1 NYS	1260-0000	STOO166	(716) 856-5687
162603	162625	STOP N GAS #13	4100 SAINT FRANK	HAMBURG	NY	14075	1 NYS	1260-0000	GAS4101	(716) 627-2170
162603	162625	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY	14210	1 NYS			(716) 825-5372
162603	162625	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	1 NYS	1260-0000	GAS4100	(716) 675-2788
162603	162625	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1 NYS	1260-0000	GAS0001	(716) 897-2781
162606	162623	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	1			(716) 366-4909
162606	162623	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	1 NYS	1260-0000	SAD9718	(716) 353-9957
162606	162623	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	1 NYS	1260-0000	YOR1225	(716) 492-5722

PAGE BREAK TOTAL ACCOUNTS 66 TOTAL QUANTITY 66

TEMPLATE TOTAL ACCOUNTS 66 TOTAL QUANTITY 66

THOMAS RY  
 DERIGO SALES, INC DIRECTS  
 119016 80100 DOR JAN 31/82 NO  
 COMPIATE  
 1190162

LINE	DETAIL	AMOUNT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHARGE	SUPPLIER	ACCT	PHONE #
162601	162625	79731	JOHN'S TOBACCO	321 N. MAIN ST.	BUFFALO	NY	14203	1					(716)855-0243
162601	162625	156756	WLENTOWN FOOD SHP	11 ELMWOOD AVE	BUFFALO	NY	14201	1					(716)881-5748
162601	162625	141008	PARKSIDE MARKET INC	1140 ELMWOOD DR	TONAWANDA	NY	14150	1					(716)447-9169
162601	162625	115003	PL'S CORNER STORE	7804 FILLMORE AVE	KENMORE	NY	14217	1					(716)873-7745
162601	162625	115003	FAIRY STORE	152 N. MAIN ST.	ALLS TONAWANDA	NY	14150	1					(716)836-8690
162601	162625	115003	U.S. QUALITY FOOD	411 E. MAIN ST.	BUFFALO	NY	14203	1					(716)883-6335
162601	162625	115003	QUICK CHECK FOOD MR	259 E. MAIN ST.	BUFFALO	NY	14203	1					(716)871-1665
162601	162625	115003	FAMILY CORNER STORE	3100 N. FORT ST.	BUFFALO	NY	14203	1					(716)886-4970
162601	162625	115003	ZIPPS FOOD & BEV.	896 N. MAIN ST.	BUFFALO	NY	14203	1					(716)886-9032
162601	162625	115003	U.S. FOOD MART	235 E. MAIN ST.	BUFFALO	NY	14203	1					(716)875-1234
162601	162625	6415/2	E. FERRY CLOVER FAR	436 E. FERRY ST.	BUFFALO	NY	14203	1					(716)885-9238
162601	162625	642711	KHATIB MOBIL	5761 TRANSIT RD	DEPEW	NY	14203	1					(716)681-0202
162601	162625	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1					(716)877-4440
162601	162625	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1					(716)743-0919
162601	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1					(716)842-8880
162601	162625	769359	AMON CONVENIENT FOO	1041 ENGLEWOOD RD	TONAWANDA	NY	14223	1					(716)876-8760
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14201	1					(716)882-2733
162601	162625	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1					(716)836-3616
162601	162625	398665	CPM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1		0990-0000			(716)691-7655
162601	162625	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1					(716)877-9823
162601	162625	396744	B-KWIK MKT #56	740 TONAWANDA ST	BUFFALO	NY	14207	1		1435-0000			(716)877-5483
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS				(716)882-3755
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS				(716)885-2887
162601	162625	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS				(716)874-9774
162601	162625	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS				(716)875-5363
162601	162625	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089		(716)434-1184
162601	162625	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	SAD0089		(716)297-9338
162601	162625	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS				(716)692-7017
162601	162625	128934	KENYON #778/DYNAWAS	2905 S. MAIN ST.	NEWFANE	NY	14108	1	NYS	1895-0000			(716)778-7899
162601	162625	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS				(716)873-6153
162602	162625	467548	FOOD PLUS	414 E. AMHERST ST	BUFFALO	NY	14215	1					(716)834-1087
162602	162625	624669	A-PLUS MINI MARKET	1981 FILLMORE AVE	BUFFALO	NY	14214	1		0362-0102			(716)835-0461
162602	162625	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102			(716)631-0009
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1					(716)886-5498
162602	162625	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANVILLE	NY	14026	1					(716)684-0333
162602	162625	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	1					(716)836-6223
162602	162625	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1					(716)892-4669
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1					(716)883-4255
162602	162625	766721	FARM FRESH MARKET	MOHAMED A. TAHER	BUFFALO	NY	14215	1					
162602	162625	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1					(716)896-0317
162602	162625	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS				(716)735-7066
162602	162625	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104		(716)735-7511